

24TH KARATE WORLD CHAMPIONSHIPS

MADRID 2018 / CORPORATE IDENTITY / BASIC MANUAL

6th October 2017

This manual presents the elements that make up the Corporate Image of the **24TH KARATE WORLD CHAMPIONSHIPS OF MADRID 2018**. Its objective is to serve as a reference to professionals in the graphic sector to maintain and respect the visual coherence of the brand.

Brand building/ horizontal version



Brand building/ Vertical version



Brand building / Isotype version



Brand building / Horizontal negative version



Brand building / Vertical negative version



Brand building / Isotype negative version



Brand building / Other negative options



Brand building / incorrect uses



Recommendation of use and protection of the brand



30 mm

Where possible, reduce the brand to a width of less than 30 mm.

5 mm



And a reserve around minimum of 5 mm

Typography



Futura Std Bold

°1234567890'¡qwertyipghjñ'ç<zxc-
vbn,.-ª!"".\$%&/()=?¿qwertyuiop^*
asdfghjklñ"ç>vbnm;:_\|@#¢¬÷""≠
¡QWERTYIPGHJLÑ'Ç<ZXCVB-
N,.-ª!"".\$%&/()=?¿QWERTYUIOP^*
ASDFGHJKLÑ"Ç>VBN-
M;:_\|@#¢¬÷""≠

Color range / color palette



BLACK

C:0 / M:0 / Y:0 / K:100
R:34 / G:34 / B:33
#222221



PANTONE 485 CP

C:0 / M:95 / Y:100 / K:0
R:196 / G:40 / B:26
#c4281a



PANTONE 123 CP

C:0 / M:19 / Y:89 / K:0
R:242 / G:206 / B:59
#f2ce3b

Application 1 ink / Black



Application 1 ink / Negative



Grayscale application



100% BLACK



70% BLACK



30% BLACK

Application on backgrounds / Examples



Social networks / Icons

